FAX

Date 5/28/97

Number of pages including cover sheet

TO: Charlie Iszard
Amerada Hess Corp.

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FROM: G. N. Kuruc, Jr.
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CC:

REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

Charlie:

Here is information regarding the reintroduction of WINSTON.

What do you think of the pack design?

I'll bring some samples with me on Friday.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

[redacted]

Winston

Amerada Hess Corporation

R J Reynolds
Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

Winston - No Bull

[redacted] *Positioning : No Bull*

Heart

- Straight Up
- True to Oneself
- Reject Artificiality

Head

- No Additives
- No Artificial Ingredients
- 100% Tobacco, True Taste

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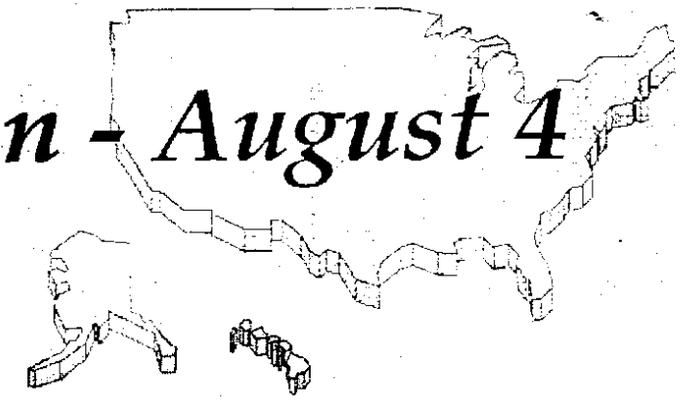
Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

Winston - No Bull

[redacted] *National Introduction - August 4*



- Start to arrive at Retail as early as June 2

- Repositioning - No Bull Brand
  - Only leading Brand with no artificial ingredients and no additives
  - New Pack design

Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

Winston - No Bull

Test Market Results

Florida Approximately 1 year

- Significant Incremental Share Gain
- Greater than 50% of competitive adult smokers think **Winston** No Bull is better
- Greater than 90% of franchise adult smokers think **Winston** No Bull is better
- Box Brands - 65% of **Winston** test market growth
  - *80% of 21 to 24 year old prefer Box*
  - *60% of 25 to 34 year old prefer Box*

Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

[redacted]

Consumer Communications

- Three weeks prior to distribution, a carton insert will be put in current **Winston** cartons
- Impactful POS/PDI will be available at retail
- While in retail accounts, RJR reps will communicate one on one with competitive adult smokers encountered

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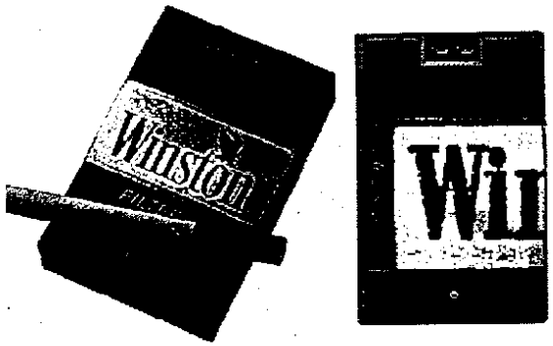
Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

Winston - No Bull

Rotation



CURRENT NEW

- Rotate current **Winston** to top - Sell First
- Do not display No Bull **Winston** until current **Winston** is sold

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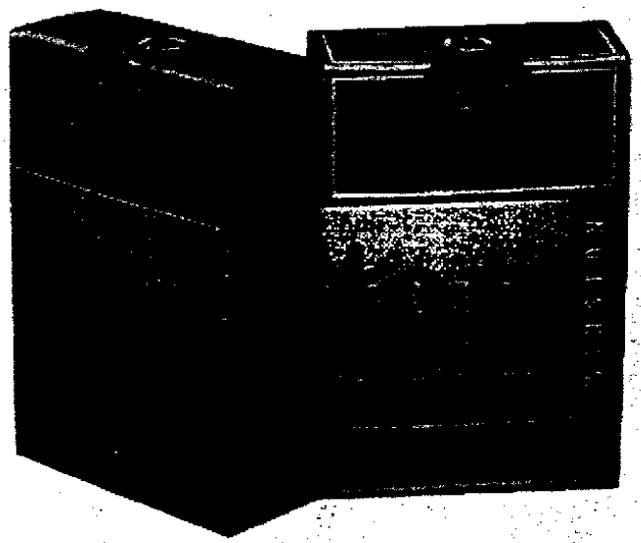
Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

Winston - No Bull

[redacted] *RJR Displays*

- **Winston** product will be loaded 50% box styles and 50% soft pack



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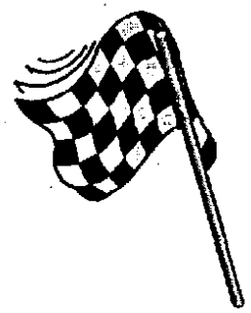
No Bull Sweepstakes

300 Winston Racing Jackets



- RJR Reps will have Entry Forms
- Retailers / Clerks must be 21 years old or older (will be verified by RJR Rep)
- Answer 5 questions on New No Bull **Winston** Proposition

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Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000

[redacted] Winston Promotions

*** No Bull ***

- August----------Buy 2 packs, get 2 packs free
  Delivery - Week of August 4
- September-----Buy 2 packs, get 2 lighters free
  Delivery - Week of September 1
- October---------Buy 2 packs, get a free hat
  Delivery - Week of September 29
- December-----Buy 2 packs, get a free premium (TBD)
  Delivery - Week of December 1

Source: https://www.industrydocuments.ucsf.edu/docs/xjxy0000